

Message Text

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PAGE 01 MOSCOW 16433 290733Z

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USDOC FOR BEWT/THOMPSON-MATHES

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SUBJ: JUNE 1975 JEEP/SEMINAR - PULP AND PAPER EQUIPMENT

REF: A) USDOC 15644; MOSCOW 14507

1. COMMERCIAL OFFICE APPRECIATES USDOC'S RELUCTANCE EMPLOY SELECTIVE RECRUITMENT FOR PROPOSED JEEP/SEMINAR IN ORDER DEVELOP HORIZONTAL LINE-UP OF COMPANIES. HOWEVER, WE CONTINUE TO BELIEVE THAT JEEP/SEMINAR ORGANIZED ON HORIZONTAL BASIS HAS BEST CHANCES OF SUCCESS, AND WE URGE THAT USDOC KEEP THIS CONSIDERATION IN MIND DURING RECRUITMENT PROCESS. IN THIS CONNECTION., COMMOFF CONSIDERS IT DESIRABLE IF LARGE, INTEGRATED PULP/PAPER PRODUCER COULD PARTICIPATE AS POTENTIAL SUPPLIER OF TECHNOLOGY AND MARKETING EXPERTISE FOR ANY MAJOR US-SOVIET UNDERTAKING IN PULP/PAPER SECTOR.

2. FOR VARIETY OF REASONS, COMMOFF FEELS IT WOULD BE APPROPRIATE CONSIDER POSSIBILITY FO STAGING AT LEAST EXHIBIT SEGMENT OF THIS JEEP/SEMINAR OUTSIDE COMMERCIAL OFFICE. AS NOTED REF A AND PREVIOUS USDOC COMMUNICATIONS ON THIS PROJECT, SIZE LIMITATIONS OF COMMERCIAL OFFICE'S DISPLAY AREA POSE MAJOR PROBLEM IN CASE OF PULP/PAPER EQUIPMENT AND WILL PROBABLY RESTRICT MOST PARTICIPANTS TO DISPLAY OF MODELS OR

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PAGE 02 MOSCOW 16433 290733Z

GRAPHICS. ONLY OBVIOUS EXCEPTION WOULD BE IN CASE OF PRODUCERS OF

CONTROL EQUIPMENT, INSTRUMENTS ETC USED
IN PULP/PAPER PRODUCTOON. SECOND CONSIDERATION
WHICH ARGUES IN FAVOR OF OFF-SITE EXHIBITION IS ATTITUDE
OF USSR CHAMBER OF COMMERCE AND INDUSTRY. AS REPORTED
MOSCOW 16133, CHAMBER HAS AGREED SUPPORT FUTURE JEEP/
SEMINARS STAGED IN COMMERCIAL OFFICE WITH OBVIOUS LACK
OF ENTHUSIASM. ALTHOUGH WE SEE CHAMBER'S ATTITUDE
AS RESULT PROMARILY OF SECURITY CONSIDERATIONS (I.E.
RELUCTANCE TO ENCOURAGE SOVIET SPECIALISTS,
AS OPPOSED TO FOREIGN TRADE PERSONNEL, TO ATTEND EVENTS
IN COMMERCIAL OFFICE), WE HAVE IMPRESSION THAT CHAMBER
ALSO SEES COMMERCIAL OFFICE AS COMPETITOR IN STAGING
SMALL SEMINAR/EXHIBITS. GIVEN CHAMBER'S DEOMONSTRATED
HUNGER FOR HARD CURRENCY EARNINGS, IT WOULD NOT BE SURPRISING
IF SUCH CONCERNS WERE PRESENT, DESPITE OUR EFFORTS EXPLAIN
THAT EVENTS IN QUESTION WOULD NOT BE STAGED IN ABSENCE
COMMERCIAL OFFICE FACILITY.

3. UNDER THIS PROPOSAL, SEMINAR PROGRAM WOULD BE
CONDUCTED IN COMMERCIAL OFFICE. WHILE WE RECOGNIZE
DRAWBACK OF DIVIDING SEMINAR AND EXHIBIT SEGMENTS,
WE BELIEVE IT WOULD BE POSSIBLE SECURE GOOD ATTENDANCE
AT BOTH. MAJOR AGRUMENT IN FAVOR OF HAVING SEMINAR
IN COMMERCIAL OFFICE IS THAT OUR FACILITY IS MUCH
BETTER SUITED TO THIS TYPE OF UNDERTAKING THAN ANY-
THING CHAMBER HAS TO OFFER.

4. MAJOR DRAWBACK OF ABOVE PROPOSAL IS, OF COURSE, MUCH
GREATER COST THAN WOULD BE THE CASE IF BOTH SEMINAR AND
EXHIBIT WERE STAGED IN COMMERCIAL OFFICE. WE ESTIMATE
THAT COST OF 10 COMPANY, 500 SQUARE METER EXHIBIT
STAGED IN CHAMBER-PROVIDED FACILITY (PERHAPS CHAMBER'S
RECEPTION HOUSE AT SOKOL'NIKI) WOULD BE IN NEIGHBORHOOD
OF DOLLARS 7,500, FOR SPACE RENTAL ALONE.

5. WE WOULD WELCOME USDOC VIEWS ON ABOVE PROPOSAL.
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